



## Business Case Studies: Top Ten Bankcard Issuer

### Background

---

A top ten bankcard issuer had built its customer portfolio to approximately 50 million accounts. While this expansion represented a strategic success, the diversity of its new, larger customer base posed a challenge in terms of campaign management issues. Business analysts and marketing practitioners at the bank found it increasingly difficult to perform the necessary customer segmentation and analysis that was the basis of existing customer campaign management programs.

In other words, the customer base had become too unwieldy to be effectively segmented and assigned to the array of programs available within the bank's marketing environment.

Post execution analysis of marketing programs was also extremely difficult to perform, given the lack of a campaign management reporting capability.

Because segment-by-segment results were difficult to measure, the basis for necessary refinement and evolution of customer management programs was compromised.

### SSS Solution

---

Strategic Software Systems carefully studied the bank's business environment, focusing specifically on the necessary requirements of a robust campaign management reporting capability. Through numerous user interviews, scrutiny of all relevant production systems and a careful survey of current reporting practices, our team was able to develop a campaign management architecture that would readily address the complex issues facing the organization.

Once given the go-ahead, our team worked collaboratively with the bank and deployed a campaign management data warehouse system that would effectively manage the dozens of existing customer campaigns on a monthly basis.

A business intelligence tool was also selected and integrated into the system that provides an understandable, web-based user interface for business users.

### Outcome

---

Today, two years after the system went into production, this campaign management platform serves over 200 users and tracks approximately 31 monthly programs.

Most importantly, it has freed up an enormous amount of the bank's business analyst resources, who, until the rollout of the system, had to divert valuable energy away from strategic analysis to the painstakingly tedious activity of report creation and data extraction.